



Deconstruction and Re-invention of Einstein's Public Images: A Web Content Analysis of the Representation of Albert Einstein in Social Media

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Abstract

The social media brought a revolution to the representation of public figures such as Albert Einstein to internet users or netizens. The social media has proven its capacity to distort, reinvent and minimized the imagery of a public figure through the unregulated authorship of Facebook, Twitter and YouTube accounts and publication of status, blogs, memes and public videos. Albert Einstein did not escape this phenomenon in the social media and thus, multiple Einstein's Facebook, Twitter and YouTube accounts and publications are available to the public for viewing and downloading. A content analysis of the most popular status, blogs, memes and videos about Einstein in Facebook, Twitter and YouTube was conducted to describe how these accounts and publications represents the scientist. The study reveals the capacity of social media to distort the image of Einstein to different invalidated imagery as a genius, a mad scientist, a politician, an R&B star, or a popular Filipino boxer; to re-invent Einstein to a popular FB or Twitter personality or a YouTube sensation, and to reduce contribution in the world of science and advancement of modern knowledge to quotes, trivial facts, and comic statements. The retention of these images to the viewer and reader could lead to an inaccurate, slanted and misleading understanding of the contributions of Albert Einstein in the advancement of science and knowledge in the modern world. The researcher recommends that the distortion, re-invention and minimization of the representation of Albert Einstein and other public figures in social media and its pedagogical implications need to be further examined.

Keywords

Social Media, Public Figure, Social Media Authorship, Social Media Publication, Image Construction